

*Plain
Talks*



GULF STATES UTILITIES COMPANY
DECEMBER, 1963



... and may all your Christmases be bright.



Plain Talks

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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

CONTENTS

The GSU Air Force	2
A Christmas Safety Wish	5
Community Christmas Gift	6

OUR COVER



JEFFERY FUSSELL, son of Howard Fussell, writer, System Advertising, and his friend, Scott Allen Young, are being seen around our system by a lot of people. They were the models for the colorful, seasonal picture now appearing on our outdoor advertising boards as well as on our television and newspaper advertising. Of course, these two young men's wish is that of all Gulf Staters at this Christmas. And for all our fellow Gulf Staters, the staff of the Advertising Department and PLAIN TALKS wishes the merriest of Christmases and the happiest of New Years.

. . . counting our blessings

THROUGHOUT the year, one's most valuable possession is, of course, good health and the respect and love of family and friends, and, as we approach the year's end and another holiday season, it would be good for all of us to "count our blessings." Certainly we all have problems and sometimes we do become discouraged, but by and large the Gulf States family must be reckoned among the more fortunate.

We have a strong and growing Company in one of the world's most favored areas. Great industries and commercial establishments and upwards of a million people depend upon us for a most vital service, and we serve a useful economic and sociological purposes, with all of the individual satisfaction that should derive therefrom. I do sincerely hope that your daily job, whatever it may be, provides you with that degree of challenge and opportunity without which none of us can be really happy.

This year, I know that each of you is as proud as I am of the record we have made in working safely, and I want especially to compliment the over 800 employees of the Baton Rouge Division in having set an all-time utility record by working more than 6,000,000 accident-free man-hours.

The year just ending has been a year of sound development and economic growth for our Company, and wherever you may be, whatever your particular assignment, I want to thank you for the part you have played in making it so.

I wish for you and each member of your family the happiest possible holiday season.

J. J. Morrison





READY ON THE FLIGHT LINE. That's the story here as Bill Kelly, utility pilot, Beaumont, climbs aboard our Company's aerial patrol craft for his monthly surveillance of our 13,600 miles of transmission lines. Mr. Kelly and our Company's other utility flyer, Ray Holm, insure our pledge of, "Plenty of Dependable Electric Power."

Aerial Patrol Gives Future Trouble Spots "Bird's Eye" View

THE Cessna swooped low and seemed about to sit down atop the gleaming power lines that stretched from one horizon to the other.

"We ride'em close and to the side," came the pilot's voice over the muffled roar of the plane's engine. Sure enough, he levelled up about 25-30 feet to the side of the 138 kilovolt lines and approximately 45-50 feet above the structure.

"This is the only way we can get a good look at the lines, poles and crossarms," continued Bill Kelly, a utility pilot for our Company the last five years. "Every second counts when you're cruising along between 80 and 100 miles per hour (ground speed)."

And so began another routine flight for our Company's aerial line patrol with Plain Talks going along for enlightenment in one of GSU's more important but unsung activities.

Four Pilots Make Up Company Air Force

Few of our public are aware that our Company employs four full time pilots, owns two modern and well-equipped planes and maintains a field office at Jefferson County Airport—located half-way between Beaumont and Port Arthur.

Our largest craft is a sleek twin-engine Beechcraft E18S with a six-passenger capacity. P. H. Carney, chief pilot, and W. F. Baker, co-pilot, fly key employees between cities in our service area and to other points in this one, saving valuable time and money.

Our other craft is the smaller but popular Cessna 180-E, whose top speed is about 150 miles per hour (ground speed). Purchased new by our Company



. . . our 13,600 miles of transmission lines are checked once-a-month helping keep our pledge to provide plenty of dependable electric service for progress . . .

only a year ago, the all-duty plane is ideal for flying patrol on our 13,600 miles of high voltage transmission lines that deliver electricity to 45 counties and parishes in Texas and Louisiana.

Which gets back to Plain Talks' venture aloft with Kelly, a refugee from the old "hard hat" deep sea diving days in the Navy.

Kelly and Ray Holm, our Company's other utility pilot, shoulder the full responsibility of "flying the lines," a vital cog in GSU's pledge to provide plenty of dependable electric service for progress.

Skimming the tree tops that border our Company's right-of-way between Liberty and Dayton, Texas, Kelly was at the controls while Holm took his turn as observer.

What was Holm checking for?

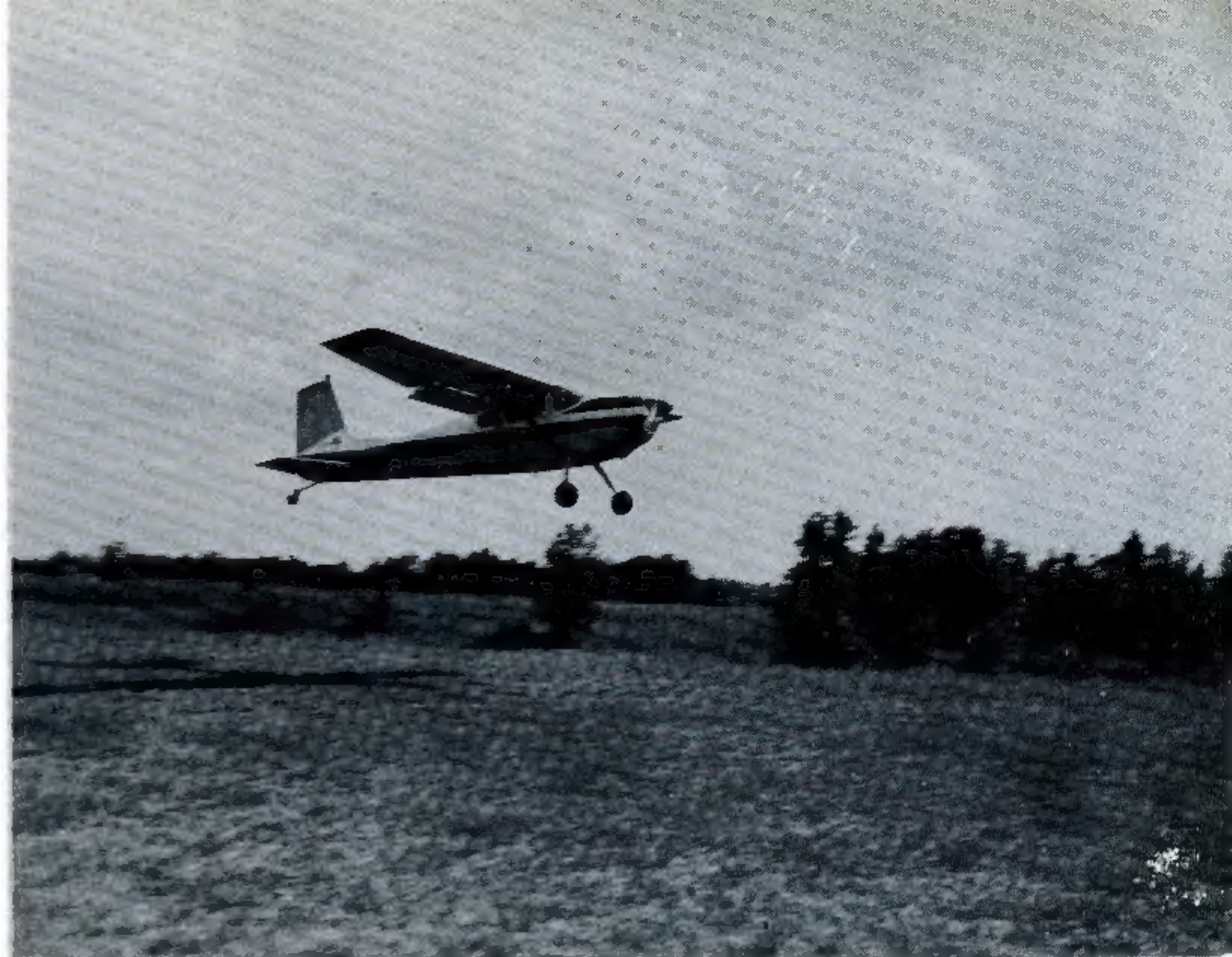
Pilots Check for Damage to Lines

The three major items were structures, lines and right-of-way. The structure is inspected for damage, crossarms for rot and insulators for breakage; guy wires are given close surveillance; woodpecker holes draw their share of attention every fall; and the right-of-way gets the once-over for its condition (trees, brush, etc.) and for infringements.

"What do you do when any damage or right-of-way irregularity is spotted?" Kelly was asked.

"It depends on how important it is," came Kelly's reply in between vociferous choruses of "Home, Home on the Range." "If it's of major importance, we call the respective GSU division dispatcher right from the plane.

(Continued on next page)



PAVED LANDING STRIP ISN'T NECESSARY. And our aerial patrol proves as much here with a "quickie" stopover in a field near Liberty, Texas. The same field is used by crop-dusting planes although nobody has ever bothered to put up a "wind sock" to let pilots know the wind directions. Kelly found his own "wind sock"—a nearby clothes line with garments flapping in the breeze.





ON TOP OF THE SITUATION. Our Company's "sky patrol" rides the wires close while checking for trouble spots along our numerous miles of right-of-way in the 45 counties and parishes Gulf States serves in Texas and Louisiana.

(Continued from page 3)

"But if the trouble is minor, we make a detailed running recording (on a transistor tape recorder) while in the air on patrol. The recording is later forwarded to Flo Wenzell (System Operations, Beaumont), who types it up and mails it to the division involved for action."

Although the aerial patrol craft is capable of hitting 150 miles per hour, Kelly and Holm never exceed 100 when making their once-a-month line check in each of our five divisions. The size of the transmission line under scrutiny governs their speed.

Patrol Service Began Five Years Ago

Kelly, who learned his flying ABC's under the GI bill after making the switch from a sea-going man in the Navy, is the "daddy" of our Company's own aerial line patrol. He inaugurated it some five years ago, ending the periodic aerial inspections made previously by outside pilots on a contract basis.

Holm hasn't been on the patrol as long as Kelly but he's well past the novice stage as the result of two years of riding the wires.

Neither of our utility pilots need a compass anymore.

"You just get off the strip (Jefferson County Airport), spot our lines and you've got the best compass possible for the rest of the day," explained Kelly, who promptly banked off to the right to make another low pass over an area that caught

his eye. Both Kelly and Holm know the vast GSU system like the back of their hands.

Only when they draw an assignment other than patrol duty do they fall back on the conventional navigational aids used by other pilots. And only then when they are making a trip outside the service area of our Company. The "other" assignments average about 20 of the Cessna's 65 flying hours per month, Kelly figures.

Sixty five flying hours per month? It's enough to make you wonder what the utility pilots do the rest of the time. But not for long.

Pilot's Job Involves More than Flying

"We keep her shipshape," explained Kelly, referring to the endless hours of maintenance he and Holm put in each month on their craft. "After a certain number of flying hours, you're required to give her the once-over."

And Kelly and Holm, both accomplished aircraft mechanics, also handle that part of the show. Our Company has seen that the maintenance end is handled first class by constructing a well-equipped, enclosed workshop within the huge hangar that houses our two planes.

From the flying standpoint, Kelly and Holm have few dull moments. An engine failure or judgment error at their usual low altitude could spell instant trouble.

But there's extra compensation of a sort.







Without having to wing a foot out of their patrol path, Kelly and Holm can keep abreast of the "hot spots" for fishing and hunting from their lofty vantage point. And who could blame them for making a mental note of some for the coming weekend.





GO AHEAD AND HAVE
A HAPPY HOLIDAY
but...

AVOID THE FOLLY!!!

-  Stay alert and keep your mind on your driving and walking.
-  Don't drive after drinking. If you're walking, take extra care!
-  Reduce your speed to fit conditions.
-  Proceed with care at dusk and night-driving or walking.
-  Give pedestrians and other drivers more consideration.
-  Support efforts of your police department, traffic officials, and local safety council to curb accidents at holiday time and throughout the year.

Keep Christmas In Your Driving!!

PLEASE HEED THIS ADVICE
FROM THE TEXAS SAFETY
ASSOCIATION, INC. AND
HAVE A MERRY CHRISTMAS
AND A HAPPY NEW YEAR,

Your Safety Department



In The Spirit Of The Season

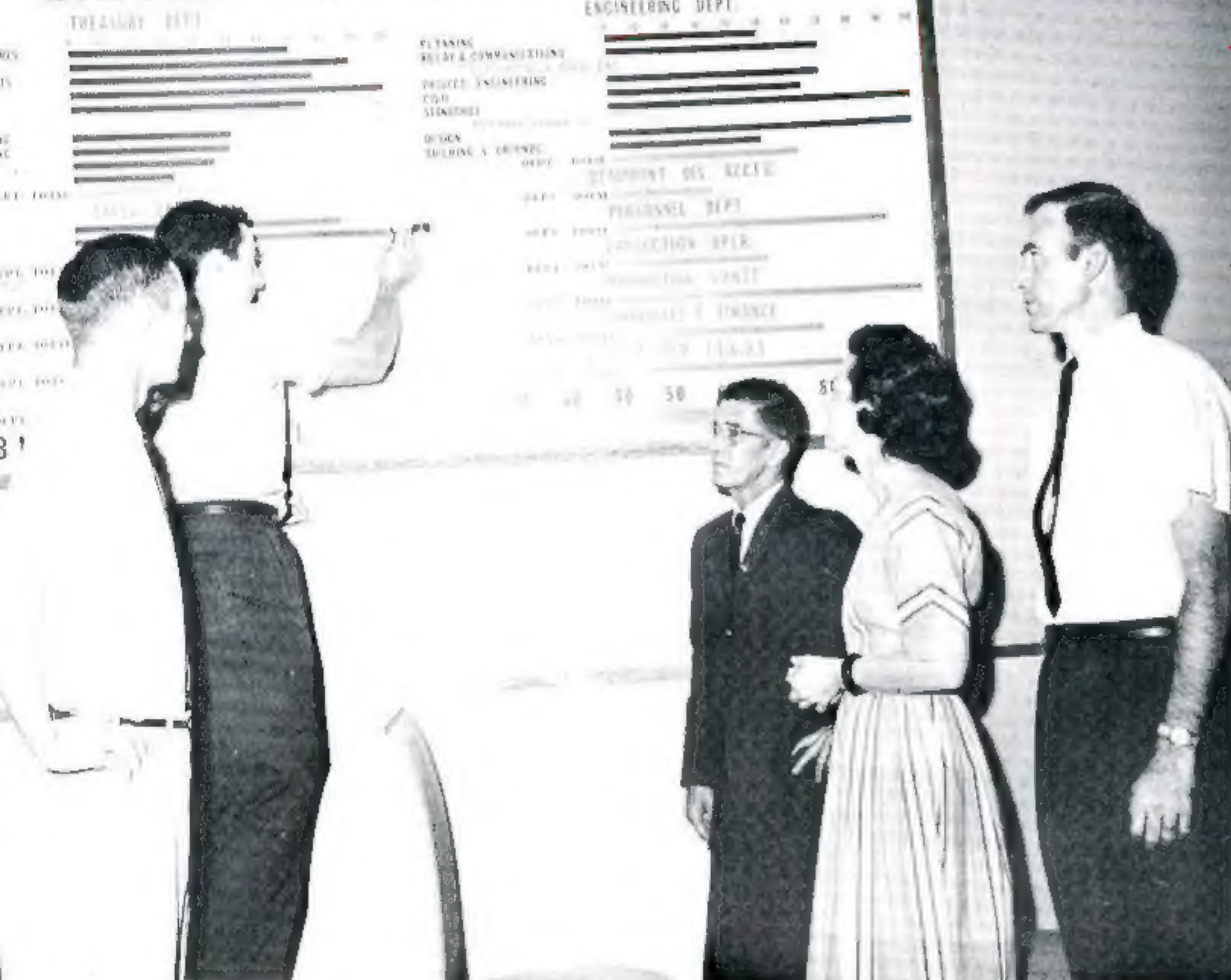


THE RETARDED



... on these pages are pictures of just a few Gulf Staters who worked so hard as volunteer workers to make various community united campaigns successful . . .

UNITED APPEALS DRIVE



BEAUMONT'S UNITED FUND. Employees working in the Main Office, Beaumont Service Center and Neches Station pledged \$30,115.84 during the Beaumont and North Jefferson County United Appeals campaign. This was an average of \$31.18 per employee. Fair Share banners were awarded to the Main Office and Neches Station employees. A. M. Melancon, supervisor, Project Engineering, was general chairman for our Company's campaign. A group of Main Building workers, Carrol Henry, Main Office chairman; Mr. Melancon; Sally Dowden, a floor captain; and Clayton Arnold, tour chairman, look on as Alex Mosses, scorekeeper, posts a new departmental percentage.



DISASTER AID



FAIR SHARE FOR NECHES STATION. Campaign workers at Neches Station were very proud of the departmental score board. Here Bill Tolbert, R. D. Hereford, E. E. Figari, and Bob Haynes show off the department awards. Neches Station employees turned in a Fair Share of 74.4 per cent. T. A. Sandidge, operating engineer, L. L. Thompson, station engineer, and A. L. Whitson Jr., control operations foreman, gave an appreciation dinner for the men on "C" watch at Neches Station for the fine job done during the United Appeals campaign. They gave 100 per cent Fair Share.

*Gulf Staters helped make this a much
Happier Christmas for less fortunate
Citizens through their once-for-all gifts.*



ORANGE EMPLOYEES RECEIVE FAIR SHARE RECOGNITION. Mr. Peterson presents, for the sixth straight year, a Fair Share plaque to Orange District employees. Accepting the award is Eugene Koci, campaign chairman. Seated at the table are the campaign workers. Orange employees also participated 100 per cent with 75 per cent giving a Fair Share.



THE AGED



FAIR SHARE PLAQUE TO SABINE STATION EMPLOYEES. Howard W. Peterson, general chairman of the Orange County United Fund campaign, presents a 1964 Fair Share plaque to Eugene Martin, acting chairman for the Sabine Station solicitation. Sabine employees participated 100 per cent in this year's campaign with 75 per cent giving a Fair Share.



YOUTH WORK



CEREBRAL PALSY



. . . CHOCTAW LINE



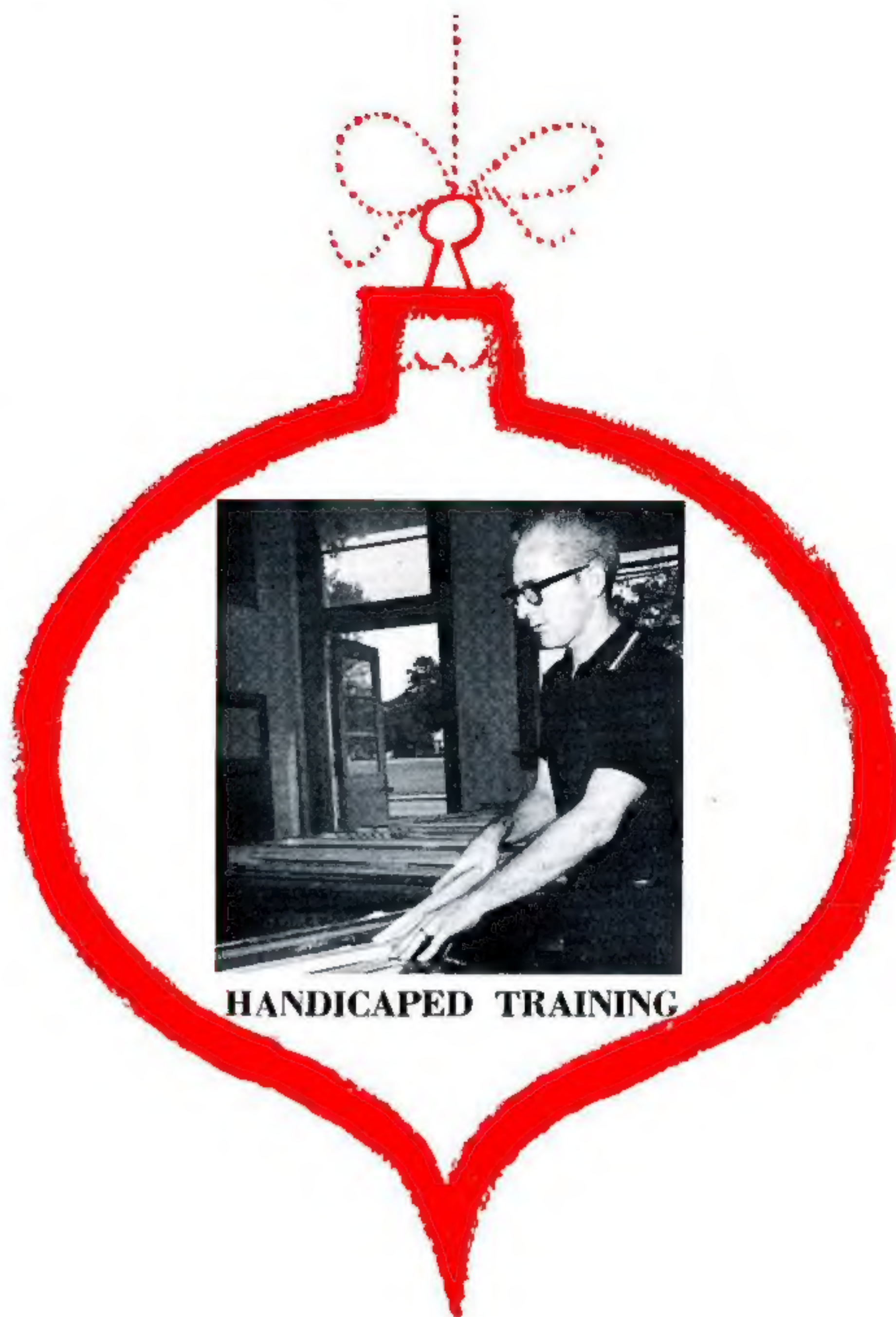
. . . GOVERNMENT STREET T&D



. . . LOUISIANA STATION



. . . GAS AND CHOCTAW GARAGE



HANDICAPED TRAINING

BATON ROUGE UNITED FUND WORKERS. The campaign workers shown in these pictures were responsible for Baton Rouge Division achieving 92 per cent of its goal in the 1964 United Givers Fund campaign. Baton Rouge employees pledged \$11,331.86 out of a goal of \$12,319.00. This was an average of \$14.87 per contributor with 94.7 per cent of the employees pledging to United Givers Fund. Chairman for the Baton Rouge drive was Bill Tholborn, T&D, with H. J. Desselles, Louisiana Station, as co-chairman. R. T. Collier, Sales, was loaned to the United Givers Fund to work full-time as campaign assistant in the drive.



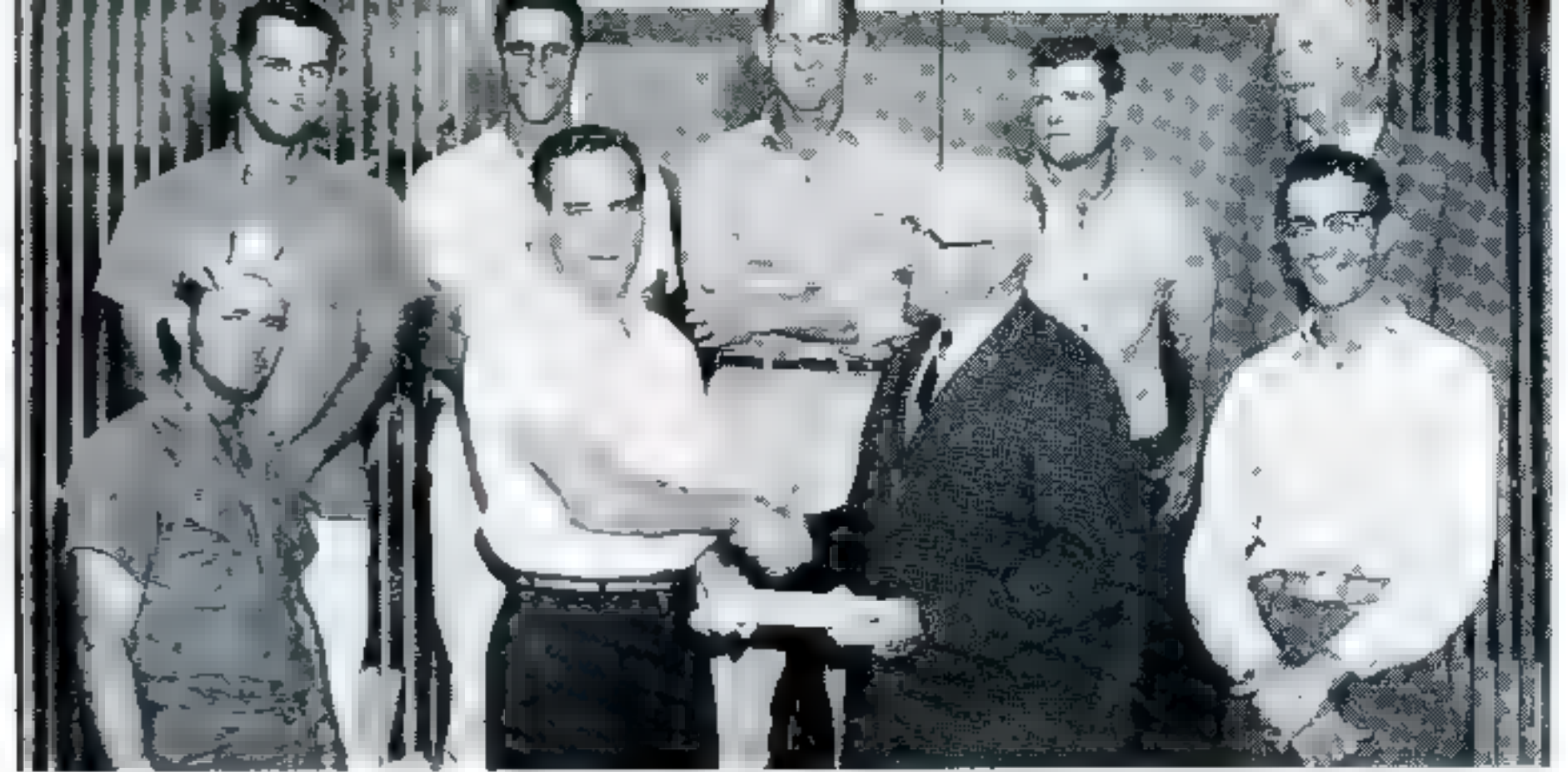
. . . WILLOW GLEN



. . . MAIN OFFICE



100 PER CENT FAIR SHARE. The confidential employees of Port Arthur Division pledged 100 per cent Fair Share to the 1964 Port Arthur and South Jefferson County United Fund. Back Row, left to right, are: C. C. Roper, J. W. Minner, C. J. Hebert, L. G. Calder, G. W. Hiter, A. L. Barne, R. T. Kearney, J. R. Kemp, A. C. Morgan, and G. H. Hawkins; second row: J. P. Peveto, G. L. Hagler, V. M. Shaw, L. B. Homuth, A. D. McMillian, and F. M. Peveto; front row: J. Kirby Jones, C. M. Scott, C. G. DeCuir, R. E. White; not present were C. H. Beaumont, F. T. Hargrove, J. C. Siddall, W. H. Stoever and Rosemary Vaught. Mr. DeCuir, supervisor, Residential Sales, was chairman for the Port Arthur Division drive.



WIN FAIR SHARE AWARD. Mr. DeCuir presents a Fair Share award to L. J. Gaspard on behalf of employees in the Port Arthur T&D. Two-thirds of the T&D employees pledged Fair Share to this year's campaign. Others in the picture are W. F. Castille, Jr., W. A. Whaley, C. D. Britnell, J. A. Holmes, Earl White, R. W. Hendon, and E. M. Labure. Not present was E. L. Pool.

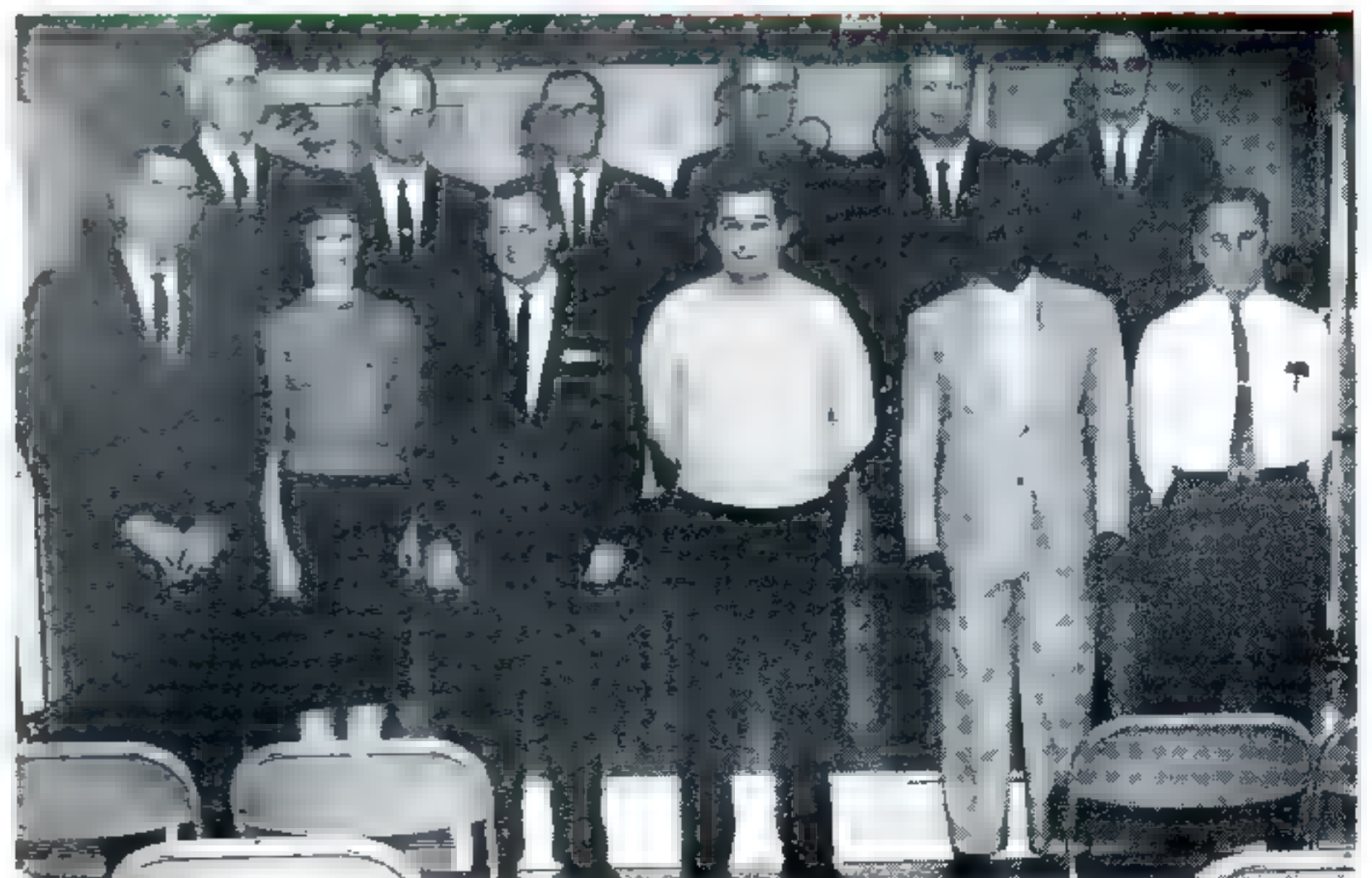


THE NEEDY



YOUTH WORK

LAKE CHARLES AREA UNITED APPEALS WORKERS. This group of Lake Charles Division workers were responsible for their fellow workers receiving an Award of Excellence for contributing an average of \$14.07 per employee. Lake Charles area employees pledged a total of \$4,672.76 to this year's campaign. According to Gene Mullin, accounting supervisor and general chairman for the campaign, this was an increase of 11 per cent over last year. "We can be proud of that," Mr. Mullin said. "Pledges had been slipping in recent years." This year the Lake Charles campaign was split into two segments—confidential and operating. Ed Hodges, superintendent of sales, headed the confidential solicitation. He was aided by John Polk, T&D, Garland Strong, Riverside Station, and Cedric Watler, Nelson Station. The solicitation among operating personnel was conducted by the presidents of the various locals of IEUW—Ben Ellender and Kenney Howell, T&D; Joe Dorociak and Julian Smith, Production; and Raymond McGowan, Accounting and Sales. G. J. Gilmore, district superintendent, Sulphur, and Pearl Darbonne conducted the campaign for Sulphur employees. F. F. Johnson, division manager and vice president, chairmanned a team in the advanced gifts portion of the Lake Charles 1964 United Appeals campaign that solicited 105 per cent of its quota.





INSTRUCTS HULA DANCERS. Mrs. Kitty Lee, second from left, wife of Percy Lee, Baton Rouge Gas, shows the "Haolie Hula Wahines" how to properly click the black stones used in the "Hawaiian Rock Dance." Mrs. Lee instructs Hawaiian dancing as a part-time job and as a hobby. This group of girls are called upon frequently to appear on programs for many Baton Rouge area organizations and hold a number of talent titles won in local and state competition. Left to right, they are: Leah Beth Lee, Mrs. Lee's daughter; Mary Netterville; Dawn Mitchell; Louise Netterville; and Vickie Lynn Harrington, daughter of Bobby Harrington, Baton Rouge Gas. Mr. Harrington's wife, Beverly, assists Mrs. Lee with dance instructions.

Instructed by wife of Baton Rouge Gas employee . . .

Haolie Hula Wahines Dance Way Into Louisiana Hearts

*By Freda Hargrove,
PLAIN TALKS Reporter,
Gas Department, Baton Rouge*
"COME on girls, pick it up! Follow
the music! Listen!" came the



TROPHY WINNER. Vickie Lynn, eight-year-old daughter of Bobby Harrington, Baton Rouge Gas, shows off some of the trophies she has won in various talent contests in the Baton Rouge area.

commands of the dance instructor as she stamped her foot to emphasize the beat of "Lovely Hula Hands."

Standing there in that Denham Springs store, now converted to a dance studio, one could visualize swaying palms and feet dancing on white sands as the five girls going through the movements of the hula began to move more gracefully and with more confidence as their instructor led the "Haolie Hula Wahines" through the dance.

The instructor is Kitty Lee, wife of Percy Lee, serviceman in the Baton Rouge Gas Department.

"I got started in teaching dancing 'just as a hobby' several years ago when a neighbor asked me to take over staging the May Pageant at Southside Elementary School," explained Mrs. Lee. "But it really started long before that. I got interested and learned the dances while living in the Hawaiian Islands more than three years. We moved out there in 1951 when Percy was stationed in the Navy at Wahiawa, Oahu."

Mrs. Lee has been giving hula lessons for about five years. She is assisted by another Gulf Stater's wife, Beverly Harrington. Her husband, Bobby, is also a serviceman in Baton Rouge Gas. Among her students, of course, are Leah Beth Lee, 6, and Vickie Lynn Harrington, 8.

Nearly all of Mrs. Lee's students hold talent titles. Leah Beth appears annually at the Livingston Parish Fair for solo dancing at the beauty pageant and did solo modern jazz and hula dancing at this year's Live Oak School beauty pageant and recently appeared in a Hawaiian dance number on the "Buckskin Bill Show" on Channel 9 in Baton Rouge.

Vickie Lynn danced a Roman solo for the Central High School Junior-Senior Banquet last year. She holds a number of talent titles, including "Little Miss Talent of East and West Baton Rouge," "Little Miss Talent of Louisiana" and was first runner up in the talent competition in the "Little Miss World" contest.

Besides hula dancing, their favorite, Vickie and Leah enjoy modeling, baton twirling, tap, ballet, modern jazz and acrobatic dancing. Both girls are also members of the Jeffie Jean Dancers.

As if she can't find enough to do with being a full-time mother and homemaker as well as a dance instructor, Mrs. Lee also works part-time in the office of a Denham Springs architect. She also has another hobby writing poetry. Many of her poems have been printed in newspapers and magazines.



TV PERFORMERS. The "Haolie Hula Wahines," had their picture taken with "Buckskin Bill" as they appeared on his show on Channel 9. They are often called on to provide the program for numerous local organizations.



BUSY BAKERS. Honor students at St. Margaret's School in Lake Charles and members of the Parent-Teachers Club prepared and baked over 600 dozen cupcakes during the five-day cupcake bake last month.



ANXIOUS BAKERS. Two "bakers" look on hopefully as Carolyn Mayer, home service advisor in Lake Charles, puts their cupcake batter into one of the electric ovens during the baking event.

Under direction of Ernest Little . . .

Cupcake Bake Proves a Success

WHAT better way to demonstrate the superiority of electric cooking than to have homemakers and husbands "try it themselves?"

This was the thinking of Lake Charles sales personnel as they hosted a cupcake bake for the Parent-Teachers Club of St. Margaret's School in Lake Charles. Some 640 people attended the five day event.

Over 600 dozen cupcakes were baked by participants from the enthusiastic audiences. Besides vividly proving that electricity cooks best, the cupcake bake raised over \$700 for the club's activities.

The sessions, starting on November 11, were held at St. Margaret's Knights of Columbus Home and coincided with our Company's "Range-Dryer Campaign." Roy Louviere, commercial sales representative in Lake Charles and vice president of the Parent-Teachers Club, organized and co-ordinated the activity. Joan Carter and Carolyn Mayer, Lake Charles home service advisors, conducted the morning, afternoon and evening sessions.

In addition to the electric ranges, several different makes of electric dryers and washers were displayed.



HOLIDAY HOMEMAKING. The holiday season came early this year to over 40 Nederland-Port Neches area homemakers as Dorothy Rea presented a "Homemakers' Holiday" program November 20, at the Nederland-Port Neches Woman's Club. The program was co-sponsored by the Nederland Home Supply and our Company. Mrs. Rea, our Company's home service advisor for the Mid-County area, demonstrated and explained the many "housewife-saving" features of new electric ranges, refrigerator-freezers and laundry equipment. Free gifts, including recipes and the deliciously cooked food, and several prizes were distributed among the enthusiastic homemakers.

St. Margaret's School
2510 Enterprise Boulevard
Lake Charles, Louisiana

Mr. Ernest Little
Gulf States Utilities Co.
Lake Charles, Louisiana

Dear Mr. Little:

I would like to thank you and the personnel of Gulf States who helped to make our Cupcake Bake a huge success. The financial aid we derived from your help goes a long way in helping us with our yearly budget.

Mr. Little, I wish that you would extend our personal thanks to Joan Carter, Carolyn Mayer, Jack Bass, Charles Callahan, Fred Brumfield, Tom Wagnon, Rose James, and Roy Louviere, who in his job as our co-ordinator with Gulf States made our job so easy.

I wish to personally thank you for your guidance.

We had an attendance of 640 enthusiastic people who attended and certainly enjoyed themselves very much. All of us who attended will remember with fondness the willingness and cheerfulness of your personnel. I am sure you know that we went over our attendance due to word spreading around that people were enjoying the session so very much.

St. Margaret's parents-teachers group made \$718 as a result of this splendid promotion. Many thanks again.

Sincerely,
Leonce J. Bergeron
President

To retire January 1, at Neches Station . . .

C. A. Boyd Recalls 43 Years Of Company History

THE 22-year-old motorman, an employee of Eastern Texas Electric Company in Beaumont, had arrived at his big hour that brisk October morning back in 1920.

After two weeks of training, he had been pronounced ready to make his first run on the sturdy but slow-reacting motorcar that was then known as the Sabine and Magnolia Line.

C. A. Boyd, a native of Mississippi and fresh out of the Navy, faced the occasion with mixed emotions. He was proud to be sure, but he also entertained a fear of muffing his first big chance.

He eased the car out of the Company barn with utmost caution and began making his way toward the north end of the line on Magnolia Avenue. The tracks, incidentally, ended abruptly at Weiss Street on this run.

As the little motorcar slowly gained speed, Mr. Boyd's conductor engaged him in conversation since there was no business at this pre-daylight time. The conversation got pretty interesting as the car rocked along at a fair clip through the dark.

All of a sudden, the conductor's eyes widened and he pierced the darkness with a cry of, "Watch out . . . there's the end of the line!"

Mr. Boyd quickly shut off the power and began putting on the brakes,

which were manually operated by turning a hand wheel. Since the braking system was slow, the motorcar breezed off the end of the tracks and went barreling on down the street.

"Luckily, I wasn't fired for this incident," Mr. Boyd recalls today, some 43 years later, "but I had gone so far off the tracks that the motorcar-wrecker that came to the rescue almost didn't have enough tow line to reach me."

Mr. Boyd made quick amends and it wasn't but three years later until he was promoted to auxiliary supervisor.

This is only one of the many memories Mr. Boyd recalls today as he nears retirement from our Company. Presently a turbine engineer at Neches Station, Beaumont, he brings to a close a 43-year GSU career on January 1.

Mr. Boyd, born December 12, 1898, in Bogue Chitto, Mississippi, stayed in the railway segment of our Company until it was sold to the National City Lines of Chicago. He had worked up to superintendent of the Port Arthur Division of the Street Railway and Bus Transportation. After the sale, he went to work for our power plant in Port Arthur and advanced through the various operating positions to become watch engineer.

Mr. Boyd was transferred to Beaumont's Neches Station when the Port



C. A. Boyd

Arthur plant was shut down in 1950. He came to Neches Station as a second fireman but was elevated to turbine engineer only two years later.

Although he has spent the last 13 years at Neches Station, Mr. Boyd chose to maintain his residence in Port Arthur since he had just purchased a new home when he was transferred to Beaumont. He and his wife, Verna, live at 3472 Woodrow Drive in Port Arthur.

"I don't have any specific plans after retiring," Mr. Boyd said, "but I'll probably be doing a little fishing, gardening, woodwork, reading, and, of course, travelling."

Most of his travels will probably be to visit with his three children, Mrs. Verna Edwards of Greeley, Colorado, Mrs. Mary Beth Blanks of Port Arthur and Clayton Allen Boyd of Burleson, Texas, and nine grandchildren.

In Beaumont . . .

Arlyn Swonger, Credit Union Treasurer, to Retire January 1

ARLYN SWONGER, assistant treasurer of the Gulf States Utilities Federal Credit Union in Beaumont, will retire January 1.

Miss Swonger has been with our Company since December 4, 1939, when she came to work as a steno-PBX operator in Beaumont. In 1941 she was transferred to General Accounting as a steno-clerk. In 1942 she was made an assistant construction clerk and in 1943 she was promoted to payroll clerk. In 1948 she was named a confidential

records clerk. She has been assistant treasurer of the Credit Union since 1962.

Miss Swonger is a native of Jefferson County, Texas, and holds a BA degree from the University of Texas. She attended the University of Colorado for two summers and received a diploma from Chenier Business College in Beaumont. She is a charter member of the Beaumont Pilot Club and a member of St. Mark's Episcopal Church.



Arlyn Swonger

To Baton Rouge, Beaumont and Lake Charles . . .

Six Engineers Receive Assignments Following Orientation Program

SIX newly-employed engineers completed orientation programs last month and have been transferred to new assignments.

Two Assigned to Baton Rouge T&D

Charles R. King, an electrical engineer graduate from the University of Southwestern Louisiana at Lafayette, and Russell E. Painton, a mechanical engineer graduate from the University of Texas, were assigned to the Baton Rouge T&D-Engineering.

Mr. King, a native of Crowley, Louisiana, is a 1958 graduate of Crowley High School. He is a member of the Methodist Church. At USL he was affiliated with IEEE, Tau Beta Pi, Eta Kappa Nu, Kappa Mu Epsilon and has spent six months active duty with Louisiana National Guard.

Mr. Painton, a native of Port Arthur, Texas, is married to the former Camille

Oliver of Port Arthur. He is a member of TSPE, ASME and the Episcopal Church.

Two Assigned to Beaumont T&D

Thomas W. Reeves, a 1963 graduate from Louisiana State University, and L. A. Saucier, Jr., a graduate of the University of Southwestern Louisiana, have been assigned to the Beaumont T&D-Engineering. Both hold BS degrees in electrical engineering.

Mr. Reeves is a native of Baton Rouge and is a graduate of Baker High School, Baker, Louisiana. He is a member of the Baptist Church and IEEE.

Mr. Saucier, a native of Cottonport, Louisiana, is married to the former Lynn Roy of Lafayette. They have three children, twin daughters, Dona Lynn and Dana Marie, and a son, Jade. He is a member of the Catholic Church, American Institute of Electri-



Charles R. King



Russell E. Painton



Thomas W. Reeves



L. A. Saucier, Jr.



William O. Reeves, II



Benjamin W. Reiser

cal Engineers, and the High School Official Athletic Association. Prior to coming to work for our Company he was employed while in college in Lafayette by the Precision Instruments Inc.

Assigned to Lake Charles T&D

William O. Reeves, II, a native of Oklahoma City, has been assigned to the Lake Charles T&D-Engineering. A 1963 graduate from Oklahoma State University, he holds a BS degree in electrical engineering.

At Oklahoma State he was active in Cowpokes Pep Club, a student member of AIEE and IRE, a member of Young Democrats, Religious Emphasis Week Committee, the Junior Interfraternity Council and Tau Kappa Epsilon fraternity. While in Beaumont he was a member of the Beaumont Junior Chamber of Commerce and served as chairman of the 1963 Jaycee Radio Show.

Assigned to Baton Rouge Gas

Benjamin W. Reiser, a graduate of University of Southwestern Louisiana with a BS in mechanical engineering, has been assigned as an engineer to the Baton Rouge Gas Department. A native of Lake Charles, he is married to the former Rieta Howard of Lindale, Texas, and is a member of the Presbyterian Church.



LAMAR TECH STUDENTS INSPECT SABINE. John Graves, operation supervisor, shows a group of Lamar Tech seniors around our newest generating installation, Sabine Power Station, November 26. The students were among 28 members of the Lamar Tech American Society of Mechanical Engineers who made the half-day tour, climaxed by a lunch held by our Company at Leo and Willie's in Port Arthur.

J. H. Linnehan, Assistant Treasurer, Dies Following Heart Attack

JAMES H. LINNEHAN, assistant treasurer for statistics, reports, tax and insurance, Beaumont, died November 28 at his home in Beaumont.

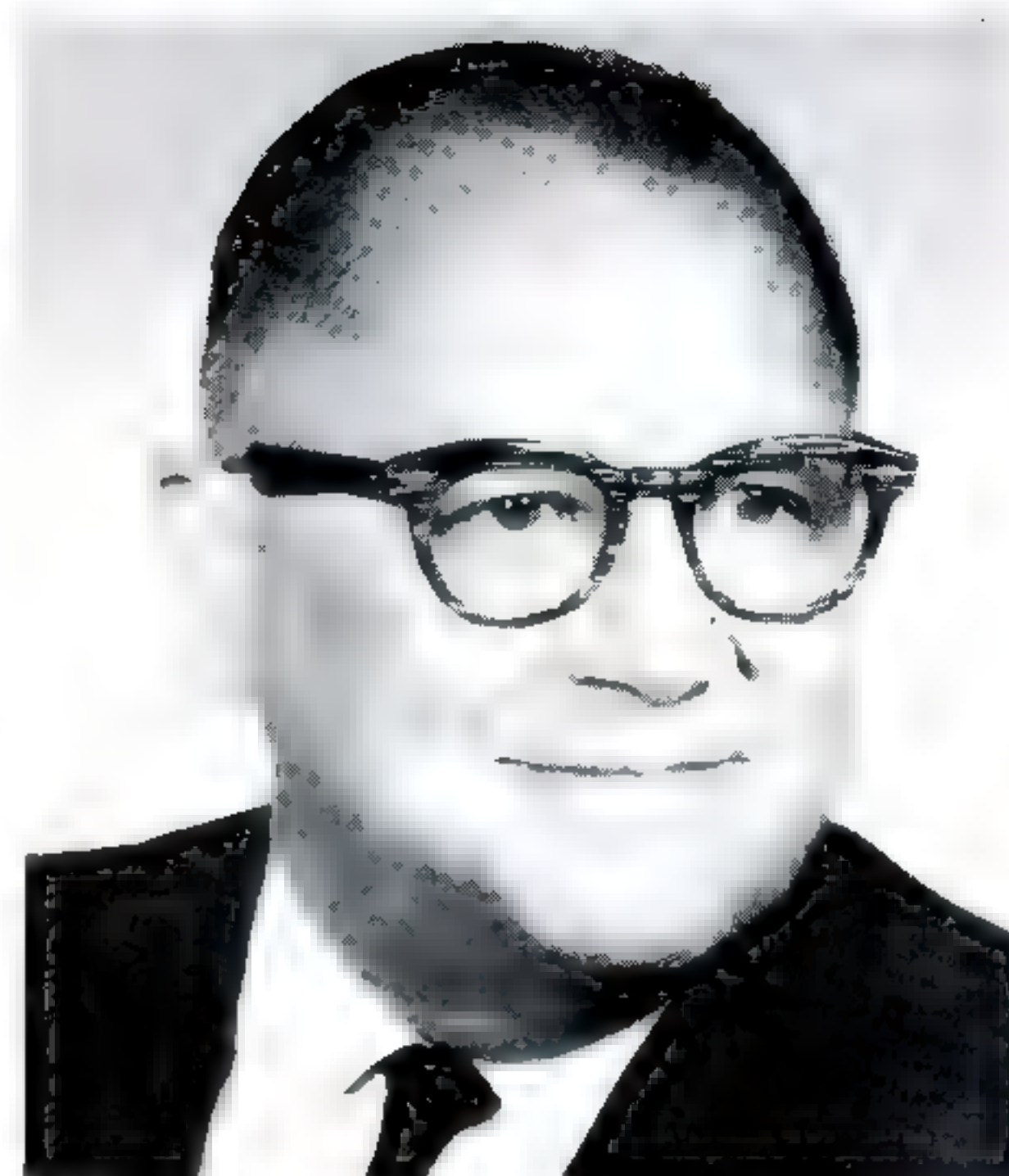
Mr. Linnehan, 62, had been employed by our Company 43 years last May, and in 1960 had received his 40-year service award. A Requiem Mass for Mr. Linnehan was said at St. Anne's Catholic Church and he was buried at Beaumont's Forest Lawn Memorial Park.

A native of Wayland, Mass., he studied at the Bentley School of Accounting and Finance in the East. His first employment was with Stone & Webster, Inc., where he was employed by

the old Baton Rouge Electric Company.

He was transferred to Beaumont in 1924 as utility clerk with the Eastern Texas Electric Company, the forerunner of Gulf States. After our Company was formed in 1925, Mr. Linnehan was made assistant chief clerk. He was advanced to chief clerk the following year and was promoted to assistant treasurer in 1933, a position he held until his death.

Mr. Linnehan was a member of the Beaumont Chamber of Commerce, the Young Men's Business League, and the Beaumont Lions Club. He was also a member of the National Office Manager's Association.



James H. Linnehan

Survivors are his wife, Gladys Linnehan; a daughter, Mrs. T. A. Theis, Jr., a son, William Linnehan, all of Beaumont; and five grandchildren; two brothers, Thomas F. Linnehan of Wayland, Mass. and George Linnehan of Osterville, Mass.

Sabine River Authorities to Call for Bids On Texas-Louisiana Toledo Bend Dam

LOUISIANA and Texas Sabine River authorities will call for bids January 3 on a master contract for the Toledo Bend Dam, power plant and related facilities. The authorities expected to start construction on the \$60 million Sabine River project by May 1, 1964.

In the four months between call for bids and start of construction the master contract is to be awarded and \$30

million in revenue bonds to finance half the cost of the project placed on the market.

The remaining \$30 million will be split between the two states sponsoring the Toledo Bend project. Under a constitutional amendment approved by its voters, Louisiana will contribute \$15 million out of a cash surplus in its Confederate Pension Fund.

The \$15 million from Texas will be either in the form of a loan in that

amount to the state's Sabine River Authority or a purchase by the state government of a water-conservation storage share in the project.

A contract of sale of Toledo Bend's hydro-electric power will support the revenue bond issue. The purchasers will be Louisiana Power and Light Company, Central Louisiana Electric Company and our Company.

A letter of intent covering this agreement was signed some time ago. A Federal Power Commission license for the project was issued last month after a lengthy controversy over state obligations to the Department of Agriculture with respect to Sabine National Forest lands in and adjacent to the reservoir area.

The Toledo Bend Reservoir will be located on that portion of the Sabine River which forms the boundary line between Louisiana and Texas. It will impound about 4½ million acre feet of water for electric power generation and for industrial, municipal and irrigation purposes in the middle and lower watershed.



SABINE HOSTS IEEE. Some 160 members of the Sabine Chapter of the Institute of Electrical and Electronic Engineers attended last month's meeting in the assembly hall at Sabine Station. Harry Kappel, Bailey Motor Company, was the principal speaker following a barbecue supper

In the struggle for power, men sometimes forget that the true strength of a nation is not in armaments but in the sterling character of its people. That which is won by force is lost by force; whereas, that which is won by love and faith prevails.—Unity Sunday-School Leaflet.



LIBERTY PROPERTY SOLD. J. J. Morrison, president and chairman of the board, accepts a check for payment of electrical properties purchased by the City of Liberty, Texas, at the main office board room in Beaumont December 10. Mayor Dempsie Henley is shown giving the check to Mr. Morrison. Others in the picture are, from the left, A. W. Hastings, vice president and assistant to the chairman; Glover Wills, vice president of the law firm that represented Liberty; and W. H. Gieseke, vice president of corporation and finance and secretary.

At Beaumont General Offices . . .

Company Completes Property Sale to City of Liberty

ON December 10, our Company was handed a check for \$1,168,607 by the City of Liberty, Texas, for the purchase of our retail distribution system in the major population area of Liberty.

In this area our Company had been serving almost half the customers and the city system served the other half for about 25 years. Our Company has been granted a franchise to continue serving the electrical needs of the areas west of the Trinity River and south of Gum Slough. All other territory within the city limits will now be served exclusively by the city. About 1,154 former customers will now be served by the municipal system.

A-Power Planned by 1968 in Germany

LUEBECK—The first purely German nuclear power station will supply reactor-generated power by 1968, if the present plan accepted by the Federal Ministry of Research should be fully realized.

The owner and operator of the power station will be a large Wesphalian enterprise. Nuclear part of the station will be designed and supplied by a major firm in Berlin.

The City of Liberty will buy its electric power wholesale from our Company and the city's generating plant will be placed on a "stand-by" basis.



ATTEND TRAINING PROGRAM. Seventeen commercial and residential sales representatives attended Louisiana's third training program on heating and air conditioning last month in New Iberia. The two-day course, which combined technical instruction with practical application, was conducted by the Iberia Trades School. Charles Gary, supervisor of sales, Lafayette, and Bill Richard, system supervisor of commercial sales, Beaumont, were on the planning committee and instructional staff for this program.

New Job for Reddy Kilowatt . . . Texas Bridges Heated Up With Electricity

Austin (UPI)—Bridges that heat up like electric blankets are being used to fight winter ice in two Texas cities, the Texas Highway department says.

An overpass on Amarillo's Pierce street expressway has built-in electric conduits that warm the roadway to a few degrees above freezing. The heating system's maximum output in an hour could heat a home for five months.

The system can keep at least one lane open to traffic in even the worst blizzard conditions. The Amarillo system switches on automatically when freezing moisture begins to fall, but road engineers can warm up the bridge in advance of a blue norther.

A similar system was built into a twin bridge project in Wichita Falls last winter. Highway department engineers are looking for ways to adopt the anti-icing systems to existing bridges.

We become like the things to which we give our attention. We reap the harvest from the kind of thoughts we sow.—Ethel S. Brown in Unity.

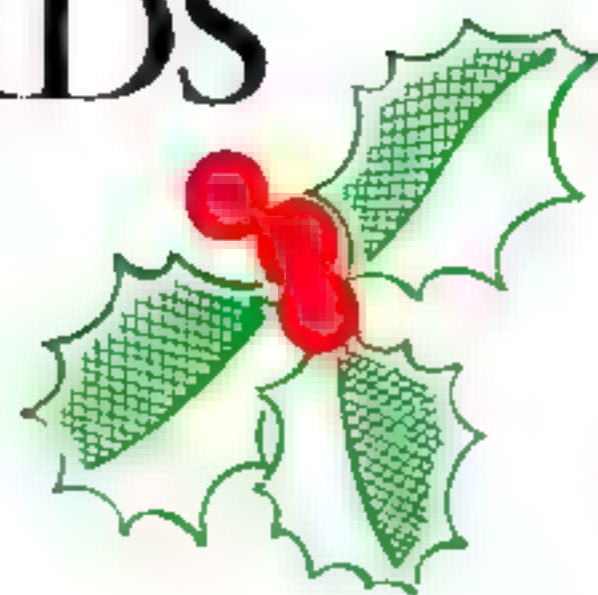
Have a physical exam before you plan a hunting trip, Southeast Texas Heart Association urges. Hunting is rigorous. Are you up to it?

SERVICE AWARDS

FORTY YEARS



THIRTY YEARS



W. A. White
Production
Riverside Station



B. J. Harrop
Treasury
Beaumont



S. H. Sharp
Treasury
Baton Rouge



W. A. Thomson
Sales
Beaumont



H. A. Williams
Production
Louisiana Station

TWENTY YEARS



TEN YEARS



E. J. Bello
Production
Baton Rouge



J. L. Bruce
Production
Willow Glen Station



Mittie S. Dunn
Sales
Port Arthur



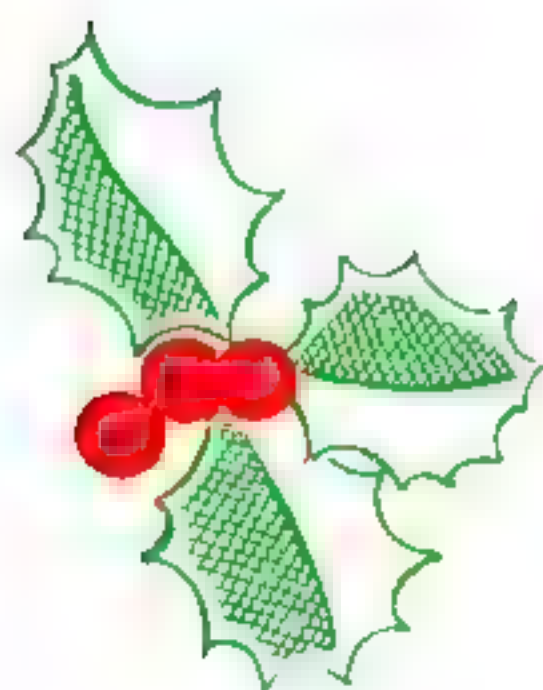
H. G. Dupuy
Production
Louisiana Station



D. N. Corgey
Engineering
Beaumont



J. R. Laughlin
Distribution
Lake Charles



J. W. Hebert
Production
Louisiana Station



E. P. Madsen
Production
Louisiana Station



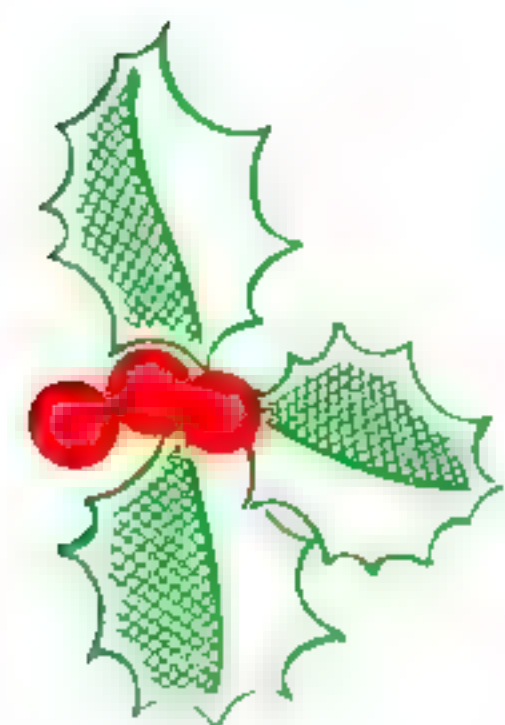
Pearlle M. Reeves
Distribution
Beaumont



A. deB. McKowen
Sales
Baton Rouge



N. A. Parrino
Treasury
Baton Rouge



Robert Fields
Production
Louisiana Station



James Holliday
Production
Louisiana Station



Jimmie Kimble
Production
Louisiana Station



THRIFT PLAN

DURING November the trustee purchased the following stock covering employee deductions and Company contributions through October:

- 1,532 shares of common stock at a total cost of \$54,122.96 or an average cost per share of \$35.3283.
- 145 shares of \$4.40 preferred stock at a total cost of \$14,079.98 or an average cost per share of \$97.1033.

The trustee also deposited \$25,559.96 with the savings department of the First Security National Bank of Beaumont.

Let's Read Our Mail

From Lake Charles . . .

ADVERTISING PAYS

Dear Mr. Johnson:

I today received one of your "Install Planned Floodlighting", which features our Main Office.

I want to thank you, and through you to whoever was responsible for using our building for your cover picture.

We are planning flood lighting for our Northside Branch and I hope that



OUTDOOR FLOODLIGHTING SHOW. Outdoor floodlighting demonstrations last month in Baton Rouge, Beaumont and Lake Charles provided 242 industrial and commercial customers with information on today's newest and most efficient floodlighting equipment. Manufacturers participating in the floodlighting demonstrations were General Electric Large Lamp Department, General Electric Outdoor Lighting Department, Crouse-Hinds Company, Revere Electric Manufacturing Company, Sylvania, Stonoco Electric Products Company, Infranor Company, Westinghouse Electric Corporation, Wide-Lite Company, Steber Manufacturing Company, Holophane Company, and Fisher-Pierce (Lighting Controls).

it turns out as well as our Main Office lighting.

Again thanks, and with best wishes,

Sincerely yours,

J. C. MacPherson

President

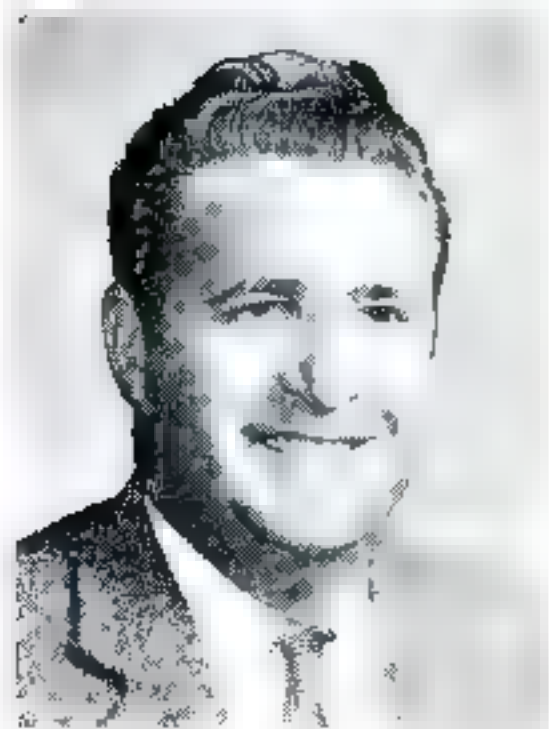
The First National Bank
of Lake Charles

Walter Wright, writer, System Advertising, Beaumont, made the photograph and prepared the mailer with layout and art-

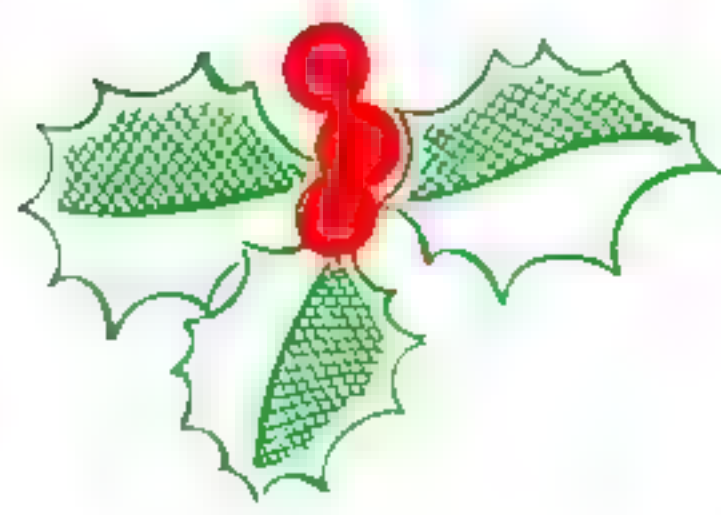
work by Herschel Campbell, artist in System Advertising. Jerry St. Dizier, lighting engineer, Lake Charles, was responsible making all arrangements for using the building on the mailer.

In November PLAIN TALKS Leon Pettis, a new employee in Personnel, was erroneously given the title of assistant claims director. Mr. Pettis was employed as a claims representative.

TEN YEARS



C. R. Smith
Treasury
Calvert



C. L. Harris
Distribution
Baton Rouge



Charlie Martin, Jr.
Distribution
Maringouin



A. J. Triplett
Distribution
Baton Rouge



S. J. Turner
Building Services
Beaumont

'Tis the Season For Many Things, But Not **FIRES!**



IN homes throughout our service area, Christmas trees — with their sparkling lights and decorations — soon will be glowing.

This is the season for Christmas carols, for evenings at home with friends. For children and grown-ups alike, this is the magic hour when the family gathers around the tree and Christmas gifts are opened.

Christmas can be a merry one if you keep it firesafe, reminds the National Board of Fire Underwriters. A Christmas tree not properly cared for can be a fire hazard. A tree properly maintained will bring joy. The board offers these suggestions regarding the selection, placement and maintenance of your Christmas tree:

1. Choose a small tree instead of a large one. A small tree can be just as pretty, less hazardous.
2. Keep the tree outdoors until you're ready to install it.
3. Don't set up the tree until just before Christmas.
4. Set up the tree in the coolest part of the house, away from radiators, heaters, fireplace. Stand it in water to retard drying.
5. Use fireproof decorations of glass

or metal, never cotton or paper decorations unless flameproof.

6. Don't set up electric trains around or near the tree.

7. Use electric lights—never candles. Inspect every electric socket and wire to make sure the set is in good condition. Discard lighting sets with frayed wiring. When buying new sets, look for the UL label of Underwriters' Laboratories, Inc.

8. Provide a switch at some distance from the tree for turning tree lights on and off.

9. Don't leave lights burning when away from home.

10. From time to time inspect the tree to see whether any of the needles near the lights have started to turn brown. If so, change the position of the lights.

11. When needles start falling, take the tree down and discard it outdoors.

12. If you choose a metal tree instead of a natural one, use off-the-tree lighting to give a safer and more beautiful illumination.

13. Gift wrapping, of course, should be discarded promptly and safely after presents are opened.

Be Sure Toys Are Safe

Long before Old Saint Nick makes his scheduled stops at the homes of good little children all over the country, he pays a visit to Underwriters' Laboratories, Inc.

There he drops off for testing purposes a bag full of brand new electrical toys.

Saint Nick knows that if the electrical devices can take the misuse and abuse administered by the Laboratories' engineers to determine their compliance with strict safety requirements, they should perform safely in the homes where he leaves them.

Give Saint Nick a helping hand by insisting that all toys you buy be safe—incapable of causing fire, shock or explosion. On heat-producing toys, the UL label is especially important.

Good judgment is essential in purchasing chemical sets for children. Toys requiring alcohol, kerosene, gasoline or carbide lamps may be hazardous in young hands.

Parents should always supervise all play with electrical toys or toys involving fuels and chemicals.

In Case of Fire

Should a fire occur in your home this Christmas—or at any other time of the year—follow these two basic steps:

1. Quickly get everybody out of the house.

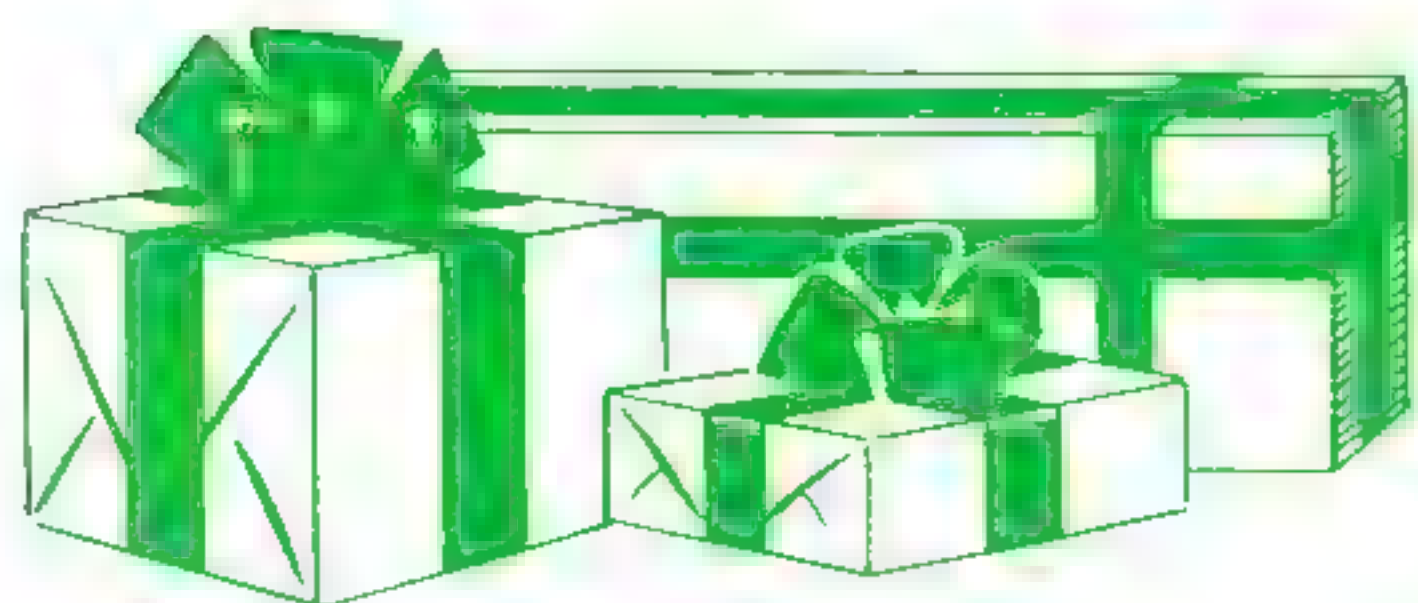
2. Call the fire department. (Be sure everyone in your family knows how to call the fire department—the babysitter, too.)

At public gatherings, should a fire occur:

1. Walk, do NOT run, to the nearest exit.

2. Call the fire department immediately.

3. Keep calm.



gulf staters in the news

Jim Stelly, supervisor of commercial sales, Baton Rouge Division, was installed as member of the board of directors of Louisiana Restaurant Association on December 2 in New Orleans.

Director Named To UT Board

B. D. ORGAIN, member of our board of directors, has been appointed to the University of Texas Development Board by the board of regents.

Mr. Orgain is a Beaumont attorney and a member of the law firm of Orgain, Bell and Tucker. He graduated from the University with BA and LLB degrees.



TAKES TEACHING POSITION Glenda Kay, daughter of Mr. and Mrs. H. C. Sandefer, he's employed on the sales floor in Beaumont, has completed requirements for her bachelor of music education from Baylor University and will receive her degree in January. She has accepted a position as elementary and instrumental music director at Robinson School District in Waco. Glenda is a 1960 graduate of South Park High School, where she was a member of the South Park Greenie band and orchestra. In her senior year she was drum major of the band and was in All-State band for four years. She also played in the Beaumont Symphony Orchestra during her last two years in high school. Glenda worked two summers in the Beaumont T&D-Engineering.



HOLIDAY COOKING DEMONSTRATION. Gwen Hansen, home service advisor, Beaumont, decorates a lovely cake for the holiday season as she puts on an electric appliance demonstration for a group of ladies in the Beaumont kitchen auditorium. She demonstrated the versatility and desirability of electric homemaking by preparing a complete holiday dinner highlighted by the main course, a large roasted turkey.



Mr. and Mrs. G. A. Portie on the birth of their daughter, **Patte Ann**, October 12. Mr. Portie is employed at Riverside Station.

Mr. and Mrs. Roger Cloutier on the birth of their son, **Robert Michael**, November 7. Mr. Cloutier is employed in the Lake Charles Substation Department.

Mr. and Mrs. John H. Linder on the birth of a son, **John Clinton**, born on November 7. Mr. Linder is a test technician second class at Louisiana Station.

Mr. and Mrs. B. Webb Umberger on the birth of a daughter, **Robin Nannette**, born on November 13. Mr. Umberger is a repairman second class at Louisiana Station.

Mr. and Mrs. L. A. Saucier, Jr., on the birth of their son, **Jade**, November 17. Mr. Saucier is an engineer in the Beaumont T&D.

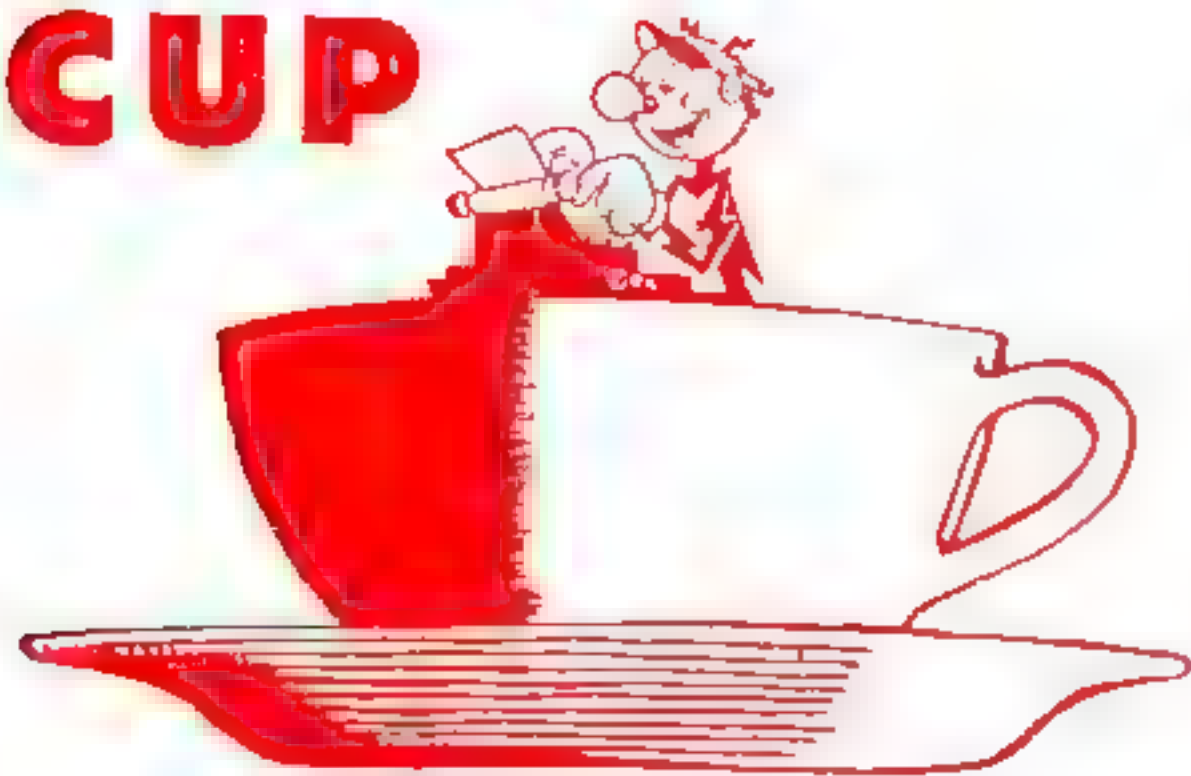
Mr. and Mrs. H. W. Engelbrecht on the birth of their daughter, **Paige Julia**, on November 16 in Austin, Texas. Paige came to make her home with the Engelbrechts on November 19. Her mother, Frances, is executive secretary to C. P. Shirey, system safety and training manager, Beaumont.

Mr. and Mrs. Weldon Smith, Jr., on the birth of their daughter, **Meredith Ashley**. Mr. Smith is employed in System Production, Beaumont. Meredith's mother is the former Alice Jones who was employed in Construction-Budget, Beaumont.



VISIT JENNINGS PROPERTY. L. J. Biessenburger, substation operator, Jennings, explains how oil circuit breakers work to this group of 4-H boys from Our Lady, Help of Christians Catholic School in Jennings as they tour the service center and substation.

over the COFFEE CUP



A Shrimp Boil was held by Allis-Chalmers on October 30 for all Allis-Chalmers and Gulf States Employees who have been connected with the systemation of Riverside.

Along with all the systemation activities at Riverside- **W. G. Strong** has undertaken another duty—he was recently elected to serve as treasurer of the West Calcasieu Association of Commerce.

Riversiders who enjoyed late vacations in October and November are: **D. I. Norwood, J. A. Meitzen, J. K.**



BEGINNINGS OF A CHAMP. Steve Allbritton, proudly models the football jacket awarded by Ford Motor Company at the Punt, Pass and Kick Contest held in Huntsville. Steve won first place in the eight-year-age group at this contest. Steve is the son of Mr. and Mrs. Dewey L. "Pete" Allbritton, he's residential sales representative in the Huntsville, Texas, office.



END OF 37-YEAR GSU CAREER. John H. "Buck" Albe gets a chuckle from the model GSU truck given him November 29 by fellow employees at the Beaumont Service Center at a retirement party. Mr. Albe, who climaxed 37 years with our Company, found the truck complete with door decals and proper GSU colors and loaded with a miniature transformer and tool box—which included another gift. Other gifts included a pocket ruler, pencils and a pocketknife. Shown in the picture with Mr. Albe are, **FROM LEFT**, Mrs. Albe, J. W. Atkins, operating superintendent, Beaumont, and Rex Lee, division manager, Beaumont. Also in attendance were Mr. Albe's daughter, Mrs. Elodie Weitzel and son, John Charles, of Beaumont. Coffee and cookies were served and Mrs. Gertrude L. Peddy, department clerk, Beaumont, handled arrangements.

Hutson, G. J. Fuselier, J. M. Hale, C. J. Boudreaux, G. A. Portie, W. G. Strong and A. J. Boudreaux.

We welcome **Joseph Russell Mayfield** to our Company. He was hired as a laborer at Riverside Station on November 18.

—By Willie Cox

MR. and MRS. CHARLES REIF-SNIDER and family visited with his parents in Orlando, Florida. Charles is a relayman in Substation.

R. J. Heinen, shop foreman, recently attended an A.R.R.L. Convention held in Wichita, Kansas. Dick is the Louisiana state director of Air Force Mars.

—By Jo Ann Burnett

HUNTSVILLE

A couple of Huntsville GSU'ers who are eagerly waiting to move into newly built homes by Christmas are **R. E. Lanier**, district superintendent, and **Ed Allen**, meter reader.



THANKSGIVING TURKEY WINNERS. Frank Lemire, supervisor of credit and collections for Beaumont Division, and Charlyne Primrose, clerk in the System Dispatchers Office, turned in high game while bowling in the "Big Ten Bowling League" on November 20 and walked away with the main course for their Thanksgiving dinner. Miss Primrose turned in 180 with a 42 handicap for a high of 222 and Mr. Lemire busted 200 with 213. He had a 24 handicap.

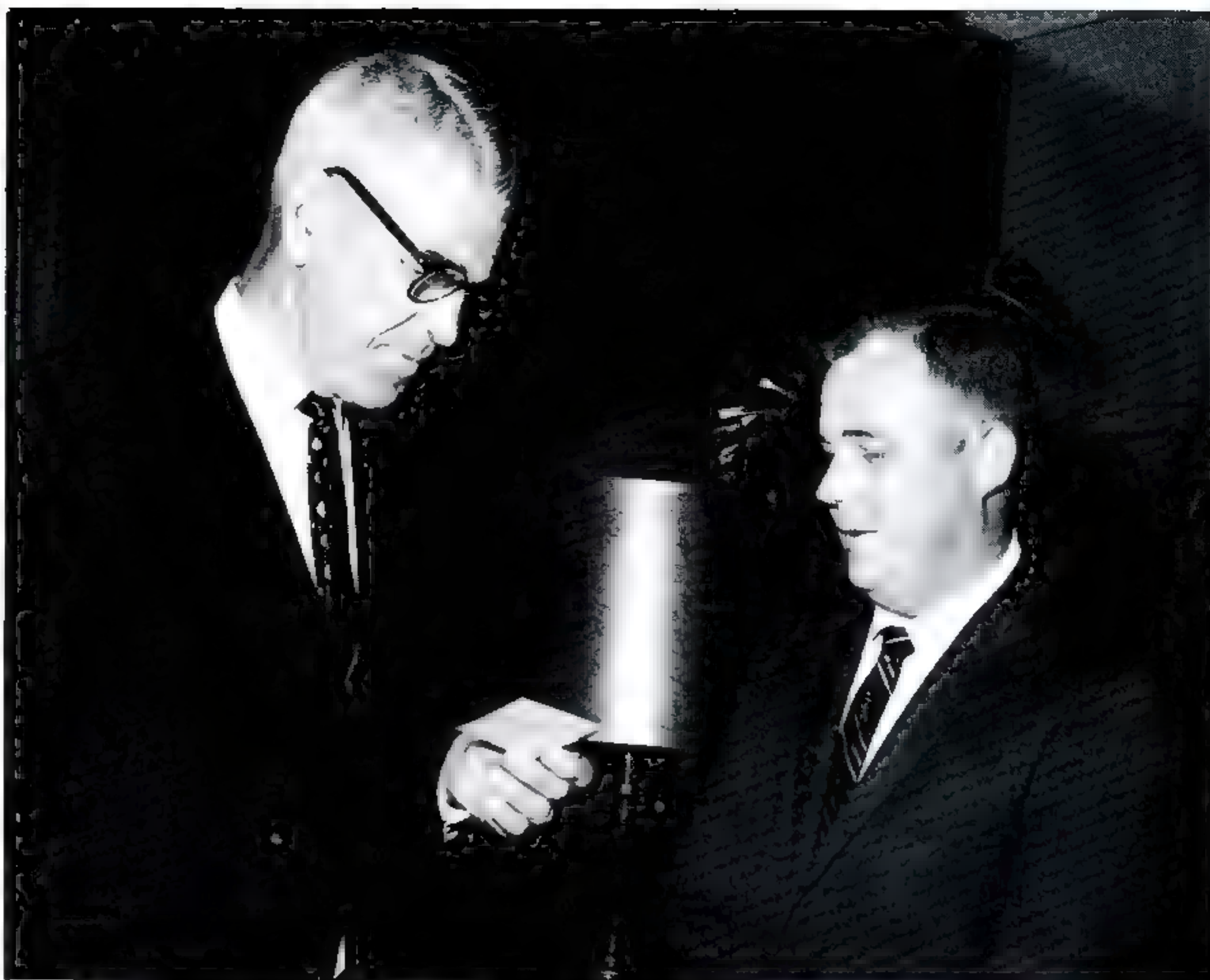


RETURNS TO WORK. Emile Matherne was surprised last month when he returned to work following a lengthy illness. He was honored by a party thrown by all employees on the 15th floor of the Office Building in Beaumont. Mr. Matherne is project engineer for Port Arthur and Navasota Divisions.

The main topic of conversation heard around these parts over the coffee cup is deer hunting. Seems as if everyone is getting "Old Betsy" cleaned, oiled, etc. for the move to the deer stand.



REWARDING TRIP TO COLORADO DEER COUNTRY. Gerald Dean, Engineering and Office Service, Beaumont (left), proudly poses beside this eight-point buck he felled in October while on a hunting trip to Colorado. Assisting Mr. Dean with the prize are his brother, T. H. Dean of Port Arthur (middle), and Oscar Flowers, husband of Doris Flowers, Confidential Payroll, Beaumont, who also made the week and a half trip. Mr. Dean also dropped a 10-pointer while his brother and Mr. Flowers bagged one apiece. They hunted on the Joe McCaeb Ranch, about 11 miles west of Durango, Colorado.



TICKETED FOR CHRISTMAS DANCE. R. W. Sherwood, vice president in charge of engineering and production, Beaumont, receives the first set of tickets for the Annual Gulf States Employees' Christmas Dance from Doug Watkins, president of the Live Wires Club, sponsors of the dance. This year's dance was held on December 13 in the Harvest Club from 8 to 12 with music by Johnny Long and Orchestra from New Orleans.

Here's a hint to E. E. "Cotton" Kaltwasser, G. B. "Red" Boswell and all other deer hunters to bring in pictures of their kill.

Signs of Christmas spirit are being noted among local employees as plans are being made for the annual employee's children's Christmas party. This year's party will be held in the Hospitality Room of the First National Bank on December 20.

—By Dorothy Stanford



THE Gas Department welcomes new employees Nina Shapley, departmental clerk, Jerry Ball, helper, and Benjamin Reiser, engineer.

—By Freda Hargrove



J. L. Grimes, System Engineering-Planning, Beaumont, killed a five point buck near Colmesniel, Texas, on November 16.

—By Nadine Hester



WINS SCHOOL HONOR. Patricia Valerie, daughter of Mr. and Mrs. Alexander Valerie, he's employed at Roy S. Nelson Station, was chosen Miss Junior High of Washington High School in Lake Charles where she is an eighth grade student. Patricia was crowned on the night of the "Carnation Ball," the big event of the "Queens Drive." The queen, her court and Miss Junior High were special guests at the homecoming game between the Washington Indians and the J. S. Clark Bulldogs of Opelousas. Patricia has been on the honor roll and won the perfect attendance award for the last two years.

Say



to our friends who have retired

E. C. Adams
2484 Louisiana
Beaumont, Texas
J. H. Albe
290 Belvedere
Beaumont, Texas
F. Parker Allen
995 Fifth
Beaumont, Texas
L. K. Bankston
Route 1, Box 169
Kirbyville, Texas
O. K. Baxley
3995 Detroit
Beaumont, Texas
O. K. Beard
3275 Dogwood Lane
Beaumont, Texas
James D. Behrens
2544 Jessamine Avenue
Baton Rouge, Louisiana
J. Brooks Bishop, Sr.
2218 Neches
Beaumont, Texas
Adonis Boutte
737 Queens Court
Port Arthur, Texas
Archie V. Browning
1812 Plank Road
Baton Rouge, Louisiana
Miss Eliza H. Bryan
2590 Gladys

Beaumont, Texas
George D. Bunch
2415 Cable Street
Baton Rouge 5, Louisiana
Richard S. Burges
4090 Inez
Beaumont, Texas
Charlie Butler
945 N. Acadian Thruway
Baton Rouge, Louisiana



Barney L. Calvit
8367½ Airline Hwy.
Baton Rouge, Louisiana
Mrs. Mary C. Carlton
2490 Pecos Blvd.
Beaumont, Texas
Miss Eugenia L. Carmena
2614 Lydia Avenue
Baton Rouge, Louisiana
Jim H. Cates
1225 14th St.
Huntsville, Texas

George Chapman, Jr.
730 North 38th Street
Baton Rouge, Louisiana
Earl J. Clubb
Route 2, Box 238
Beaumont, Texas
Herman E. Conerly
P. O. Box 292
Baker, Louisiana
Frank E. Copponex
128 Hearthstone Drive
Baton Rouge, Louisiana
John B. Crapp
P. O. Box 631
Navasota, Texas
Cecil S. Crawley
4495 Woodlawn
Beaumont, Texas
John L. Crouch
Calvert, Texas
Morris J. Cunningham
270 Croydon Avenue
Baton Rouge, Louisiana
Jake Davis
2870 Wren Street
Baton Rouge 7, Louisiana
Jesse L. Davis
680 North 35th Street
Baton Rouge, Louisiana
P. W. DeBlanc, Sr.
711 West 5th
Port Arthur, Texas

M. E. Dennis
518 Clara Street
Jennings, Louisiana
Harry Dent
1109 N. 29th
Baton Rouge, Louisiana
P. F. Donaldson
8175 Greenwell Spring Road
Baton Rouge, Louisiana
Frank G. Dupree, Sr.
518 Horlock
Navasota, Texas
Lee R. Eddins
211 Vine Street
Maplewood, Louisiana
Ollie Eggleston
5780 Fannet Rd.
Beaumont, Texas
Willie English
1440 Sherman St.
Beaumont, Texas
Weldon B. Ewing
2246 Rusk
Beaumont, Texas



H. V. Faber
1530 Crawford Drive
Beaumont, Texas
Westley Fields
835 Stanton
Beaumont, Texas
James B. Flanagan
3145 Grand Avenue
Beaumont, Texas
Ernest H. Foester
817 Teague
Navasota, Texas
Percy Fore
2026 Spain Street
Baton Rouge, Louisiana
Keen Franklin
Box 551
Trinity, Texas
John P. French
660½ Washington Blvd.
Beaumont, Texas
Mrs. Frances L. Fuchs
2488 Rusk
Beaumont, Texas
George R. Fulton
1245 Oakcrest
Beaumont, Texas
T. I. Gage
2005 Pear
Beaumont, Texas
John L. Gallup
6033 Esplanade Avenue
Baton Rouge, Louisiana
John Gardner
102 Orange Avenue
Orange, Texas

Charles R. Goodman
8795 Sour Lake Rd.
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Keeping Christmas

It is a good thing to observe Christmas Day.

The mere marking of times and seasons, when men agree to stop work and make merry together, is a wise and wholesome custom. It helps one to feel the supremacy of the common life over the individual life. It reminds a man to set his own little watch now and then by the great clock of humanity which runs on sun time.

But there is a better thing than the observance of Christmas Day, and that is keeping Christmas. Are you willing to forget what you have done for other people and to remember what other people have done for you; to ignore what the world owes you and to think what you owe the world; to put your rights in the background and your duties in the middle distance and your chances to do a little more than your duty in the foreground . . . to own that probably the only good reason for your existence is not what you are going to get out of life but what you are going to give to life; to close your book of complaints against the management of the universe and look around you for a place where you can sow a few seeds of happiness; are you willing to do these things even for a day?

Then you keep Christmas.

Are you willing to stoop down and consider the needs and desires of little children; to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you and ask yourself whether you love them enough; to bear in mind the things that other people have to bear in their hearts; to try to understand what those who live in the same house with you want; without waiting for them to tell you . . . are you willing to do these things even for a day?

Then you keep Christmas.

Are you willing to believe that love is the strongest thing in the world, stronger than hate, stronger than evil, stronger than death, and that the blessed life which began in Bethlehem nineteen hundreds years ago is the image and brightness of the Eternal Love?

Then you keep Christmas.

And if you keep it for a day, why not always? But you can never keep it alone.

Henry Van Dyke



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This Christmas Won't You Share?

SHARING is one of life's privileges.

If we could not share Christmas with friends and loved ones, the season would be bleak and lonely indeed.

In fact, we enjoy most what we share with others—the holiday meal, gifts, cards, and the festive preparations at home and office.

And, it is only as we share, that Christmas has real meaning for us, for each Christmas we commemorate the "Wondrous Gift" that was given.

The season's festivities have a warmer glow when we include in our Christmas sharing those who so easily might be forgotten were it not for the Salvation Army—the lonely aged, homeless men, servicemen on duty far from home, the unwed mother, families in need, and many others.

The Salvation Army can brighten Christmas and the coming year for the less fortunate as we join them in "Sharing With Others".

